

BILLBOARD ADVERTISING

MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

Vol. 1, No. 1

CINCINNATI, NOVEMBER 1, 1894

PRICE 15 CENTS
PER YEAR, \$1.50



DEVOTED TO THE INTERESTS OF ADVERTISERS, POSTER PRINTERS,
BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.

BILL ROOM BOSSIP.

Nappy Notes About the Bill Room and Those Connected With It.

The next Annual Convention of the Bill Posters' Association, of Illinois, will be held at Peoria, April 15th, 1911. H. C. Campbell, President of the American Advertising and Bill Posting Company, of Chicago, and also President of the Associated Bill Posters' Association, is Treasurer of the Illinois Association.

Harry Sloops, of Champaign, is the latest recruit for a big city office. He is said to have his eyes turned longingly on the Chicago boards. George has exclusively concluded to keep out of the Jones City.

The American Advertising and Bill Posting Company, of Chicago, have broken the record in the matter of old and annual contracts. They recently posted twenty four thousand signs, and two hundred thousand additional town-draws about, measuring five by six, for the Salvation Army, which was followed by one thousand eight-hundred stands, two by four, for the W. M. C. A. Truly an innovation in advertising, but there is no reason why they should not find the boards as promptly effective as their antediluvian competitors, the show-men.

Chas. Mueller got in the tag end of the close season on the Wallace on No. 9.

It is said that E. M. Davis, the well-known general contracting agent with the Haggling House, would like to lay the boards to some live team. Doubtful but prize having rights he would try it at least for the winter.

That his posting was in St. Louis is likely to be duplicated in Detroit very shortly.

Odd as it may seem, a careful census of the field shows a larger percentage of women regularly engaged in bill posting, owning their own boards and maintaining their own business, than almost any other business recently deemed a strictly masculine vocation.

F. B. Kirk, of Galesburg, Illinois, is President of the Illinois State Bill Posters' Association.

J. T. O'Malley, Treasurer of the Associated Bill Posters' Association, was among the first volunteers entered upon the subscription list.

A. G. Klinging, (Gus) who manages the boys on Car No. 1 with the Worlitz Gaiety, was unable to find the season as convenient of illness. He was replaced by Ralph Puckham, who put in the greater part of the season with Bureau B. Bailey.

Dan, P. Chase, of Peoria, Ill., is a member of the Protective League of American Showmen, and Secretary of the Illinois State Association.

The Little Turk, or head-pinners stand second in billposting, the ones, especially in the smaller towns. Quite frequently the production value of the merit of the most considerable degree of excellence.

The Little Blue Point Co., ordered one hundred copies of the first issue for distribution. These bill posters who are complaining of a lack of commercial patronage, might ponder over this line with profit. A copy of BULLDOG ADVERTISING in the hands of your local advertiser will accomplish more good than may be had from a week's soliciting. Try it.

Dead-end paper is now all pointed on the skidging plate—that is, the upper sheet overlapping the under sheet and shedding much rain after the manner of a shagbared roof.

John, Illinois is well looked after by V. S. DeLong, who, in addition to directing a flourishing business is also Vice President of the Bill Posters' Association of Illinois.

How a year had passed?

Do the merchants of your town remember the boards?

Yes? Then, why not? Four leading questions three, and extremely pertinent. We will take it for granted that you have canvassed the town thoroughly, that you have argued with them, reasoned with them, all to no purpose. You have exhausted every resource. Now let us try. Put out a few of the leading ones to experiment. Use. Only a few. Read on their names and addresses, with two cents on groups for each name, and we will send them Rembrandt Advertisers for three months. They will read it, and mark you, they will heed it. We will make converts of them. We will make them people of years. It is worth trying.

THE PROTECTIVE LEAGUE.

The Protective League of American Showmen will hold its Second Annual Convention at Galesburg, O., January 15th next. The Queens City will be full of the boys for a few days. Many City bill posters are members of this order and will be on hand for the festivities.

Absolute Certainty Possible.

While it is unquestionably true that there are many advertisers who do not succeed, it should be remembered, also, that nearly every person who has succeeded is an advertiser. Following up the idea a little further, we are led to observe that for the most part all successful advertisers are those who began in a small and cautious manner, carefully feeling their way along, trying delicately from day to day, the results of previous effort. Advertising conducted upon these lines is as certain as the matter of results as it is the fact that the day will follow the night.

Among the Agents.

What the Boys Are Doing, and Where They Are Located.

"Mugs" Thomas Cash has deserted Brown and is now with the Grand Opera House, Pittsburgh. "Tennie" is out a gun in St. Paul, but his worth is more for his own sake. It is his first season in the Smoky City, but he has made some in that "berg" for himself already. He has a lively family and is justly proud of his little folk. He put in the summer with the Wild West at Anderson Park, Brooklyn.

James Deffen has been transferred by Messrs. Davis & Krough from "The Harrow" Company to "Dewas in Deas." We all know the "Dewas" men, they are a dynamo, and he is loyal to the back house, and has done it well represented at all times.

Charlie Seymour, one of the oldest bill-posters of the country is at the head of that department for the Sign Theatre, Brooklyn. He may be a little bit the master of some of the boys, but his work in that of a two-year-old, and while the opposition may get a little warm, Charlie looks up as secure as ever and his house is sure to be very "in the pack."

Sam Collier, whose story in Pittsburgh has been quite a lengthy run, proves that he is one of the "down line" boys and Manager McCallough, of the Duquesne Theatre was lucky to engage him. He is cleared for money a summer and believes in putting out paper at all times.

"Al" Zimmerman is at the Schiller, Chicago, and as Al has been handling paper in Chicago and other "padding" towns, it goes without saying that he knows the value of good paper as well as any man in the showbusiness. It was not an easy move, that Manager Pryor made when he appointed him chief of the advertising department.

Frank Haight, advertising agent at McVicker's Theatre, Chicago, comes of an old school of street people being a nephew of Andrew Haight, and believes in special hops, and the number of years he has held his present position is a guarantee of his excellent work. He has a host of friends in the city by the lake, and his office is one of the best advertised houses in America.

"Gus" Miller is one of the "steady" boys, who knows a good thing when he sees it, and in consequence the Fifth Avenue Theatre is one of the best billed houses in New York. Since J. Charles Davis is at the helm, this will get a chance to let all the good people know about the magnificence of the attractions playing that beautiful ancient resort. Mr. Harry Meyer secured Gus' services when he acquired the house some years ago.

James Woodson, is one of the pioneers in the business, but the *Academy of Street* in Pittsburgh is no such thing. It shows conclusively that "James" is not trying to the limit. He is a self made man, and deserves lots of credit for his progress.

"Bill" Glavin, who used to bill the "Winter" in Chicago as well, is now in evidence of the "Tennie," and is billing that company as if it was a circus. The excellent business done "nation" as to the excellent quality of his work.

So "Bill" Clark has returned to his former job, the Boston. Work, he studies a great record at the Peoples for Manager Meyer, and as Bill is back among his friends, it goes without saying that he will get a great showing for all companies playing the Peoples.

Chas. Wilson, who has been the advertising agent for the Sign Theatre, Pittsburgh, for the past few years, has a host of friends among the boys, and his work is usually well billed. Bill's specialty as "herald," and as he was never known to make a promise and break it, he stands well, and his activity among the best of the business people. He is quite a politician even in his class.

Chas. Welch, who is at the head of all the advertising done by Ray's attractions in New York, with headquarters at Ray's Theatre, formerly the Madison Square Theatre is one of the best known bill-posters in New York City. Charlie has a large acquaintance among the city officials, and is a gentleman at meeting work and whose hand is over in his position to surely flourish. He is supposed to be the highest salaried man in his business in America. He is in high favor with Manager Frank McKee, and as his work stands out as well his luck is a great source of his success. Welch has lots of outside work and is decidedly successful.

Burley Lark, who was chief of the advertising for Manager for Buffalo Bill, is now managing the American Bill Posting Company, in Brooklyn. Burley has a host of friends who are rejoiced at his success. Brooklyn has doubled the number of boards it had last year, and they are full all the time, as the New Yorkers believe in billing Brooklyn. Welcome to Burley Lark.

John Kelly is personally looking after the advertising of the American Casino, Louisville, and as Jack is one of the "good move boys," his house is sure of a good thing. By the way, Jack, I know you are to be here this season? Good luck to you.

CORRESPOND WITH US.

Items of interest are always acceptable for the columns of BILLBOARD ADVERTISING. Address all communications to Box 11 W. 14th Street, Champaign, O.



HAPPY FINANCIAL YEAR.

The season just ended has proved, with a few exceptions in widely distant and isolated locations, the most disastrous that Fairs and Races have experienced in a decade. Last year, it is true, those few heavy rains which undoubtedly lashed the World's Fair, especially those in territory immediately adjacent to Chicago, experienced a cold and chilling frost of most pronounced severity and depressing effect, but a great many fairs in the extreme East, South and West did well. This year, however, bad weather was general. From every direction came reports of very light attendance, debate and great financial loss. Truly this is a very anomalous world. "What's this?" "The world's at eight—in the Democratic!" Well, maybe so, maybe not.

A PERTINENT SUGGESTION.

There is nothing that will counteract in a greater degree towards the success of next year's fair than an early start. New Year's day next ought to see the officers elected and the organization perfected of every fair that is to be held during the season of this. A thousand and one advantages accrue to the societies who adopt this course, not the least of which is that it leads to an early decision in the matter of the fair date, and tends greatly toward avoiding the surface assumption and vacillations which usually attend the settlement of this important question. Decide upon your date early and let the tangle go.

Cyrus T. Fox is the Secretary of the South County Fair, conducted at Rocking, Pa.

F. F. Klinger, the efficient and leading Secretary of the Fair at Jefferson, Wis. which is held under the auspices of the Jefferson County and Rock River Valley Agricultural Society, reports very good business, considering the season. There is some talk of making the track at this point a full mile.

Gen. H. Robinson freely acknowledges Chicago's defeat. He made a splendid effort to place the Illinois Interstate Fair on a paying basis and displayed marked ability in the methods he employed. Florida and the general degree also proved too much for him, however, and the Illinois Fair, as a consequence, at least as far as Mr. Robinson's connection with it is concerned is a thing of the past.

AN OPPORTUNITY—WELL, WHO SEIZES IT?

We intend to make BILLBOARD ADVERTISING especially valuable to Secretaries of Fairs, and all who are interested in Fairs and Races. To accomplish this we desire to have the cooperation of every Fair Secretary in the country; we want you to subscribe and advertise, where possible, and correspond with us, giving us such information as you may have, asking us for points on which you wish to be enlightened. In return for your subscription, we intend, as far as it is in our power to do so, to make our paper of such value to you that you would not be without it for less than the amount of the "January issue." We will, from time to time, introduce illustrations and articles on the "Best way to advertise a fair." "What are the best attractions for fairs, and where to obtain the same." "New Exhibitions," etc.

Directors have heretofore experienced great delay and much confusion in obtaining the proper "Special Attractions" for their Fairs, sometimes not arranging them until the last week out giving them time to advertise same, properly, and when your special attractions are not properly advertised they lose interest. We will

The Hamilton County Fair, which was held at Corbin, Ohio, was the most successful ever held in the history of the Society. Thirty thousand people were in attendance on



There has been a marked improvement in the last few years in the quality of the fair posters. Some of the designs issued last year were real works of art. This year we will see many more of a high order.

The Des Moines (Iowa) Fair, in addition to the general depression which affected all fairs, had the additional drawback of a very wet week. The weather was simply vile, and the wonder is that the showing made, though but poor, was not worse than it really turned out. The Des Moines Fair and Touting Association, under whose auspices the Fair is held, is regularly incorporated, and has been, we believe, since 1870. They have one of the best mile tracks in Northern Illinois, and no doubt will experience next year, a-4 unhappy weather.

The Halseburg Photo-Engraving Co., are getting some wonderful results in the way of half means and live ads. Their latest production is other places are truly marvellous.

The Tallest Combination of Horses and Riders gave their exhibitors at a great number of Fairs this season. They were awarded great acceptance wherever they appeared.

Read the "Special Notice."

The Rockton (Mass) Fair is one of the few that came through with a balance on the right side of the ledger.

Arthur M. Potts of San Francisco, the leading Secretary of the Pacific Coast, San Francisco Association, is in New York closing contracts to cover the entire Pacific coast.

W. B. Swartz, of Honey Brook, Tex., is one of the few full owners of Texas who takes great interest in ice-rolling.

Directors should be careful when we know to be reliable and of a high order will be particularly convenient in our paper. We advise as follows:
Try a year's subscription, and our word for it, you will be greatly repaid by its monthly visit.

SPECIAL OFFER
Every one sending us a year's subscription by December 1st will receive free, a
Handsome Calendar!

SPECIAL NOTICE To every person subscribing for BILLBOARD ADVERTISING, before December 1st, 1913, we will send, prepaid, a Handsome Calendar for 1913.

THE AULT & WIBORG CO.

THE BEST PRINTING INKS FOR POSTERS.



ALL COLORS AND GRADES.

BRANCHES: (44) Madison St., New York. (10) Dearborn St., Chicago. Cincinnati, O.

WANTED THE BOARDS

In our good business of between 12,000 and 20,000 labels, posters, etc., can be obtained at a reasonable price, for each. Address with full particulars.

E. M. BURK, Cor. Central Hotel, Covington, Ky.

I PRINT POSTERS,



Not the ordinary Posters you will note, for I understand my business thoroughly. Some people say I charge a good price. All agree that I do good work. Everybody knows that good work is always cheaper than poor. You can find me at 332 Seventh Avenue, New York City.

SAMUEL BOOTH.

A NEW WHOLE SHEET

CHRISTMAS POSTER!

By THE DONALDSON LITHO. CO.



Lithographed in Four Colors, size 20x40 inches.

We show a specimen of 25 per cent. to Job Printers and 250 Posters on all orders received through their influence. Sample sent by mail on receipt of 10c. in stamps. Address

THE DONALDSON LITHO. CO., CINCINNATI, O.

MAUBERRET'S PRINTING HOUSE

The Largest and Most Complete Poster House South

596 TO 598 POYDRAS STREET. NEW ORLEANS.
NEAR CAMP STREET.

OUR SPECIALTIES:

Posters and Stands of All Sizes,
ENGRAVED, or PRINTED from TYPE,
In as many Colors as Desired.

GOOD WORK · LOW PRICES · QUICK DELIVERY

.. Designers and Engravers ..

Posters for Mississippi



Cartoons for Dodgers.

St. J. Henneberg Photo-Engraving Co.

245 SYCKMORE STREET.

SEND FOR SAMPLES.

CINCINNATI, O.

Winterburn

SHOW PRINTING CO.

166 Clark, Chicago.

(DON'T FORGET THE NUMBER.)
Descriptive and Pictorial Posters,
OF ALL KINDS.

HENNEGAN & CO. Poster Printers

CINCINNATI, OHIO.

POSTERS OUR SPECIALTY.

FINE COLOR PRINTING

STATIONERY, PHOTO-ENGRAVING.

CORRESPONDENCE SOLICITED.